

WHAT IS CLAIMED IS ;

1. A print head comprising a discharge control unit, said discharge control unit including:

 a heating means including a heat generation portion provided with a heat generation body and a driver IC that controls heat generation of said heat generation body; and

 a discharge portion including a discharge electrode disposed in accordance with said heat generation body;

 wherein said heat generation portion and said discharge portion are insulated from each other.

2. The print head of Claim 1, wherein a surface on which said discharge electrode is disposed and a surface on which said driver IC is disposed are not flush with each other.

3. The print head of Claim 2, wherein a way according to which said discharge electrode is arranged is an end surface type in which said discharge electrode is disposed at an end surface part of a substrate on which said driver IC is disposed.

4. The print head of Claim 2, wherein a way according to which said discharge electrode is arranged is an edge type in which said discharge electrode is disposed on an edge of a substrate on which said driver IC is disposed, so as to make an obtuse angle with a surface of said substrate.

5. The print head of Claim 2, wherein a way according to

which said discharge electrode is arranged is a ridge type in which said discharge electrode is disposed on a raised surface of a ridge formed on a surface of a substrate on which said driver IC is disposed.

6. The printhead of anyone of Claims 1 to 5, further comprising a high-pressure board electrically connected to said discharge portion.

7. An image forming apparatus including the print head of any one of Claims 1 to 6.

8. The image forming apparatus of Claim 7, wherein recording is performed onto a recording medium in which a visible image appears in an inside of said recording medium in reaction to an electric charge generated by an electric discharge of said print head.

9. The image forming apparatus of Claim 7, further including an electrostatic latent image carrier that faces said print head.

10. The image forming apparatus of Claim 9, further including:
said electrostatic latent image carrier;
a visualizing means for forming a visible image on a surface of said electrostatic latent image carrier based on an electrostatic latent image formed on a surface of said electrostatic latent image carrier; and

a transferring means for transferring said visible image
to a printing medium.